
RECORDED VOICE: This meeting is now being recorded.

ELEEZA AGOPIAN: Thank you. And Lauren on the call. So I think we can at least start our discussion because there is a little bit of a discussion on our email list earlier. So thank you everyone for joining. Thank you to David Dickinson, Paul Coccia, Susan Rabel from Nielson, who is also joining the call, to answer any questions you might have.

So I thought we could take this time today to talk about, to revisit a couple of issues you discussed last week in Marrakech. And there are kind of three outstanding issues, well really two. One of them has to do with issues of adding teenager to the demographics for the survey, which we agreed to do and Nielson is planning on doing that.

The two sort of open issues are questions adding additional open ended questions related to trust for a small segment of the demographic in each of the countries. That would be for 10 respondents in each of the countries. So what you see in front of you in the room are some concessions of open ended questions from two of our team members, Drew and Lauren.

The last set of questions in this document, I think we can un-synch this so that everyone can scroll through them themselves. The last set of questions came from David Taylor, the suggestion he had some ideas for getting into, digging a little bit deeper into the question of trust. So in a way, it's kind of related to this exercise we're considering doing.

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I think part of what we need to discuss today was, myself and a number of other members in the team, I guess we were under the mistaken impression these questions that we're discussing would actually be done either face to face or over the phone in a format where an interviewer can ask follow-up questions.

This is not the case. This is not what Nielson is proposing to us. What they're proposing is to add additional open-ended questions which would take, would require more coding and interpretation, which is why there are such a large cost associated with it. So I wanted to talk to all of you about those things, and maybe we could start off with the open-ended questions that you see in front of you from Drew and Lauren.

And [inaudible] the group still feels this is a valuable exercise? And what's the additional cost? And then we can talk about the additional questions that David suggested. David, maybe you can talk for a minute or two about how these questions would be posed, you know, how we would determine who the questions would be asked to, and so on.

And actually, before you do that, Lauren I saw you raise your hand, so I'm guessing you have something to add there. Please go ahead.

LAUREEN KAPIN:

Yeah, I was just thinking, and I think it would be useful to hear from David, but I was thinking that as a threshold matter just based on feedback from different folks, since we seemed to have misunderstood the nature what these open-ended questions would be, that after David speaks it might be more useful to deal with perhaps the threshold question of, given that this is a little different than we thought, maybe

we should decide if it's worth pursuing via the Nielson framework, or via a different framework that would allow for a face to face discussion and back and forth.

It just seems to me it's more useful to deal with that threshold question and then go to the nitty gritty of what the open ended questions might be.

ELEEZA AGOPIAN: Right, I think that makes sense as well. Jordyn, go ahead.

JORDYN BUCHANAN: Yeah, no I agree 100% with what Lauren just said. And as I indicated on the list, I feel like with my new understanding of the Nielson proposal, understand why it's expensive. They obviously have to do a lot of translation and coding and so on. It feels like not quite the right format for what we want out of the exercise, with a little bit more interactivity and the ability to get like, more nuanced responses, you know, it's hard to control what sort of responses we're going to get in an environment where people are just typing into boxes.

So I would say we just send out the survey, mostly [inaudible] questions, and then think about how we want to deal with these more nuanced questions through some sort of more interactive interviews.

DAVID DICKINSON: Yeah, this is David Dickinson. As I looked through this list, there were some that I thought could potentially add some additional value, but

overall, I thought that a lot of these were probably not going to, either were very similar to questions we were already asking in the survey, or were probably not structured in a way that we were going to get that much of value.

The issue with doing it face to face is just the cost. It's the most expensive way to go about collecting the data. And so we are putting... And in this case, I don't think there is any real need for face to face. We are putting together a ballpark budget for what it would cost to do them over the phone with an interviewer who could do a little bit more probing and clarifying of their responses.

That will still be quite a bit more expensive. And at the end of the day, it just occurred to me, Eleeza, different from our conversation yesterday, if that's the route we go, there is no real urgency for that, because we would go out and do that as basically a separate endeavor anyway, whereas when we were talking about the original doing it online, we were going to rules in the survey to trigger whether they were asked to take these extra questions.

So you know, it had to be linked. But if it's not linked, then you can do that at any time, and frankly I would wait until after the results come in and you see the results of the open ended questions that we have in there, because it's very likely that would trigger some additional thoughts that you would want to ask about.

And then you can decide whether those are things you really need to either for empirical reasons or for political reasons, and to use that phrase, you have to do it in every country, or could you do it in a subset

of countries? That's a typical practice in marketing research is you pick a subset of all of the countries in order to get your qualitative, just because it's more cost effective that way.

So those were my thoughts on this, once I saw the questions that were here and once we started talking about doing it as a phone effort. But we will provide the team with a ballpark budget of what that is going to cost to do. And you're right Jordyn, a lot of it is translation and then as you move to telephone, obviously you need to find somebody who is a good enough interviewer that they can add probes and clarifications, otherwise you might as well just have them type it in.

ELEEZA AGOPIAN: Thank you David. Laureen, your hand is still up. I'm not sure if that's a new comment or...

LAUREEN KAPIN: Sorry, I just forgot to put that down. I will do that now.

DAVID DICKINSON: It must be getting tired.

ELEEZA AGOPIAN: Thank you David. So I see two comments in the chat from Jonathan, agreeing with David's approach to field the survey, basically as it is now. And then if we decide to do additional follow up research and

interviews, or phone interviews, we [inaudible] that question after we see what the survey data is.

Fabro, Laureen, do you have any opposition to that or any thoughts on that approach?

LAUREEN KAPIN:

This is Laureen. I think actually that approach makes sense, and I even think it has the added benefit of more time going by, people may be a smidgen more familiar and knowledgeable about these gTLDs, even in the matter of months. And that would benefit us, I think.

ELEEZA AGOPIAN:

Yeah, I think you're absolutely right. Thank you. And Fabro also agrees. So great, then I think that's the approach we'll take. And we'll move forward with the survey, largely as it is now, with the exception of the suggested questions from David Taylor, who I wish could have come to the call today, but I did speak with David Dickinson last week after our meeting in Marrakech, and he sees some value in these questions.

I didn't know if you wanted to address that now?

DAVID DICKINSON:

Sure. So if you can... Let's see. Can I scroll this down? Yeah. They're down here at the bottom. Okay. Under the David Taylor section there is question one, which I looked at that and I thought that was an area where we could potentially get a layering on, a little more granular, or another look at some of the questions we're asking.

So I thought that was a reasonable question to add, and we can add it between questions 805 and 812, which I'll jump over there and tell you what those are real quickly here. 805 is a questions that is... Have you recently visited websites with any of the following new domain extensions? Please select all you recall having visited.

And then 812 is, assume you're looking for information about...? It's the first of that series where we give them variance on a topic. So in this case, it's looking for wild animal photography. And then we go through and we do what if you're shopping, what if you're looking for travel. That sort of thing.

So before we get into those more granular things, and right after we've talked to them about their familiarity with the new extensions, then we'll just get their sort of general perceptions of what they expect for some of these newer types of extensions. I keep using that name, but question... The next two questions, two and three, seemed, frankly they seemed overlapping to me.

And there was... Just a second. I'm jumping back and forth between windows. Sometimes even two monitors is not enough. 765.

Okay, we have a question... So the first one here, which is, you expect any domain registrations under a certain domain name extension have been subjected to eligibility requirements. What we've got currently is a question that reads, as you may know, people can purchase or register rights to a domain, to a name, using a gTLD for a purpose like creating a website.

This typically includes ensuring that the domain name is not already in use, providing information about the person or company registering it, and then paying a fee. What are your expectations on purchasing or registering a domain using each of the following gTLDs?

And this is where we ask, their options are, there shouldn't be any restrictions, there should be some restrictions, or there should be strict restrictions. So it's different things, I think that they're getting at the same thing. You know, what are the expectations about eligibility requirements. And we could change the language a little bit to make eligibility a little stronger, but I think that's there was, it was providing information, that sort of thing.

And then the second one, or question three there, should proof that it's required. There is another question, which is 867, would like to ask you another question about restrictions on registrations of a gTLD. Do you feel the following restrictions should be enforced? And one of the options in this are requirements are validated credentials, and then validation as a person or a company registering the sites needs intended parameters. There is more to each of these options and there is an example.

But you know, there is four options there about different types of qualifications for different types of domain registrations. So it seemed to me like this was very well covered, possibly with a wording tweak for question 765 to talk about, just bring in eligibility. But so, and I see Jordyn saying, "You agree with the first one. It seems... Add one and then you agree, the others seem duplicative."

Any other comments or thoughts?

ELEEZA AGOPIAN: Jordyn, go ahead.

JORDYN BUCHANAN: Yes. So actually, I number one, do want to reiterate the concerns that I expressed in the in-person meeting, and maybe they have thoughts on how to approach this. But I think the way the question is phrased, I think like everyone is going to say, yeah, duh. [LAUGHTER]

Why wouldn't I expect that, right? And there is, you know, and there is some extensions that I think aren't quite as obvious in their meaning, wouldn't be as obvious as what they would be limited to. And B, you know, I can give you an example of like, if you use a domain like vacuum dot doctor, you might say, if you just saw dot doctor, you might say, I assume that it's going to be all doctors in there.

But then if you saw vacuum dot doctor, would you be confused and think that that's actually a medical doctor? Probably not. So I'm just trying to figure out how we can tease out that distinction of thinking only about the TLDs versus actually looking at a SLD in context.

To better understand the user expectations there.

DAVID DICKINSON: Yeah, maybe that doctor does liposuction, I guess. Yeah, it's tough because you know, you raise a good point. I mean, there is always

permutations and corner cases that you, you know, how many questions or how granular can you get? Well part of what we... Putting your specific example aside, because I think context makes a difference as well.

If you, if it's a medical doctor is what you're expecting, and it's an appliance repair person, that's quite different. But I think generally, we could ask something along the lines of this question, but have it be, instead of a yes or no, work up a scale or set of options that would be, it should be very strictly related, very tightly related just banks or financial institutions. For example, just banks or financial institutions in dot bank, or it can be generally related.

They could be providing other services, but not be a bank or financial institution. It only needs to be... Or that's really up to the, I have to think of a next couple of options, but a couple of loser options. Like it's really up to the Internet user to validate whether, how closely it's related or something like that.

Off the top of my head, I'm not coming up with the right language for the less restrictive options, but we can work on that. That might get you a little bit closer, but you know... And we talked about this last year with these questions, I think. The answer is always going to be dependent on the context. So what we can achieve in this survey is sort of getting a general orientation, and then what we try to do this year is demonstrate our hypothesis or have data to prove or disprove our hypothesis, that there may be a general orientation towards freedom and lack of restriction, but that as you get more specific into use cases,

people get more, raise their expectations around that, or start to see the value of that.

We didn't have data to show that second part of that last time, and we will this time.

JORDYN BUCHANAN: Yeah. I think, I mean maybe the [inaudible] or stuff we should be getting at in the sort of interactive interviews...

DAVID DICKINSON: Yeah, it will be much easier there because you can free form...

JORDYN BUCHANAN: Yeah. [Inaudible] we didn't change like... How you word this question, I think, is thinking about it in a way that's not going to feel a little bit like a push poll, with like sort of an obvious answer. I think that's my only concern here.

DAVID DICKINSON: All right, great. Good TLD. Okay, so then I think, unless I hear from anyone else, will work up an addition for question one, as kind of as we discussed, and avoiding the dull response as much as possible. And then we'll tweak the question, wording on 765 to meet the goal of what we see there as Q2 and Q3, I think is pretty much well covered already.

ELEEZA AGOPIAN: That sounds good. Thank you David. Any other questions or comments from the group? I can share the reworked question with the group, and I think once we settle that we should be ready to field the survey.

UNKNOWN SPEAKER: Yeah.

ELEEZA AGOPIAN: Okay, great. Well that was quick and easy. Thank you everyone. Unless there is any other questions or comments, I think we can end this call.

DAVID DICKINSON: Super folks. I'll send out, Eleeza, I'll tweak the latest version with these changes, and I'll have it to you by the end of the day tomorrow, at the latest.

ELEEZA AGOPIAN: Great. Thank you very much. And Nielson team, I'll share our decision on the open ended questions from, with the full review team. I'll send a note out to the whole review team later today.

DAVID DICKINSON: Super. All right.

ELEEZA AGOPIAN: I see Lauren typing something in the room. Okay, great. Thank you Lauren, and Jordyn, and Jonathan as well. And thanks to the Nielson folks for joining too.

DAVID DICKINSON: Take care everyone. Have a good weekend. Bye-bye.

ELEEZA AGOPIAN: All right. Bye-bye. Thank you.

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